Convention *Code of Conduct* Manual

October 30th – November 2nd, 2014

Hours of Event: 10am – 7pm

Geffen Contemporary at Museum of Contemporary Art (MoCA)
152 N Central Ave
Los Angeles, CA 90012

Hi!

Welcome to the Code of Conduct Manual for Hello Kitty Con 2014! We are so happy to have you attending this event as a staff member, talented friend of Hello Kitty, vendor, or guest!

In this manual, you will find some general guidelines that apply to all and a few more specific ones for different areas and roles onsite; we appreciate your time in skimming through all of this and in paying particular attention to the instruction for your assigned area or special function within the Con.

Looking forward to working with you!

-*PPC and R. Rock Staff* – Production Partners and Sanrio Friends

Pressure Point Creative *is a boutique, experiential marketing agency based in Portland, Oregon; we bring people together to create one-of-a-kind events and brand awareness campaigns.* ***We are your go to booking agent and staff liaison for the duration of your attendance at HK Con!***

www.pressurepointcreative.com

R. Rock Enterprises *offers a full suite of media integration services and artist management to provide end-to-end solutions clients. R, Rock and PPC regularly work together on various aspects of Sanrio's experiential marketing platform; they are curating all art and managing video deliverable for this event.*

www.rrockenterprises.com

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Hello Kitty Con Event FAQs

HELLO KITTY® CON 2014

OCT 30 – NOV 2, 2014
LOS ANGELES, CA

Celebrate Hello Kitty's 40th Anniversary at the first ever official Hello Kitty Convention in the world! Hello Kitty Con 2014 is a global gathering of fans and friends to celebrate all things Hello Kitty.

Taking place at The Geffen Contemporary at MOCA (Museum of Contemporary Art) in Downtown LA's Little Tokyo, Hello Kitty Con 2014 will offer interactive experiences and events for fans and friends of all ages, including activities, art, exhibits, exclusives, workshops, lectures, panels, sneak peeks, tattoos, food, fun, and many more surprises!

Join Hello Kitty and your friends at Hello Kitty Con 2014. As Hello Kitty always says, "You can never have too many friends!"

Hello Kitty Con FAQs

DATE: Thursday, Oct. 30, through Sunday, Nov. 2

OPEN HOURS: 10am-7pm each day

The Japanese American National Museum: Open all hours, daily schedule posted

Panels and Lectures in the Center for Democracy: Open all hours, daily schedule posted

TICKETING:

Adult ticket (13 & older) $30/day
Child ticket (6-12 years of age) $20/day
Children 5 & under free with paying adult (limit four per adult)

INFO & TICKETS available NOW at: http://Sanrio.com/HelloKittyCon
Tickets may also be available onsite if supplies last!

Wednesday, October 29th – by Invite Only
Opening Night Party 5pm to 7pm Press Only, 7 to 10pm for invited guests! For this special evening event, the Tattoo Shop, Super Supermarket and Exhibition Hall will be open exclusively for the press and special guests.

MoCA

- Founded in 1979
- Only museum in Los Angeles devoted exclusively to contemporary art.
- MOCA has developed one of the nation's most renowned permanent collections. Now numbering over 6,800 works and steadily growing

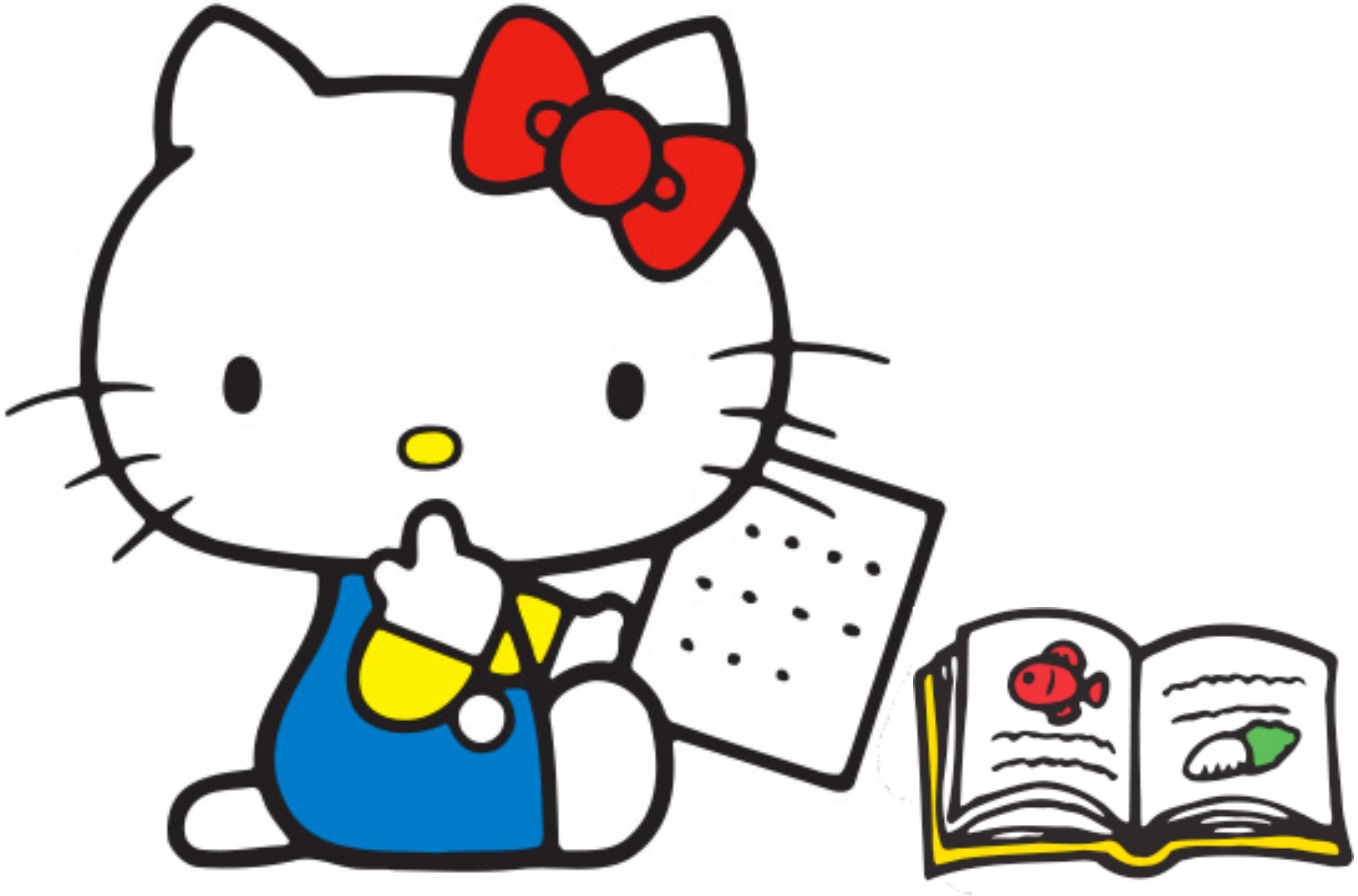
Geffen Contemporary

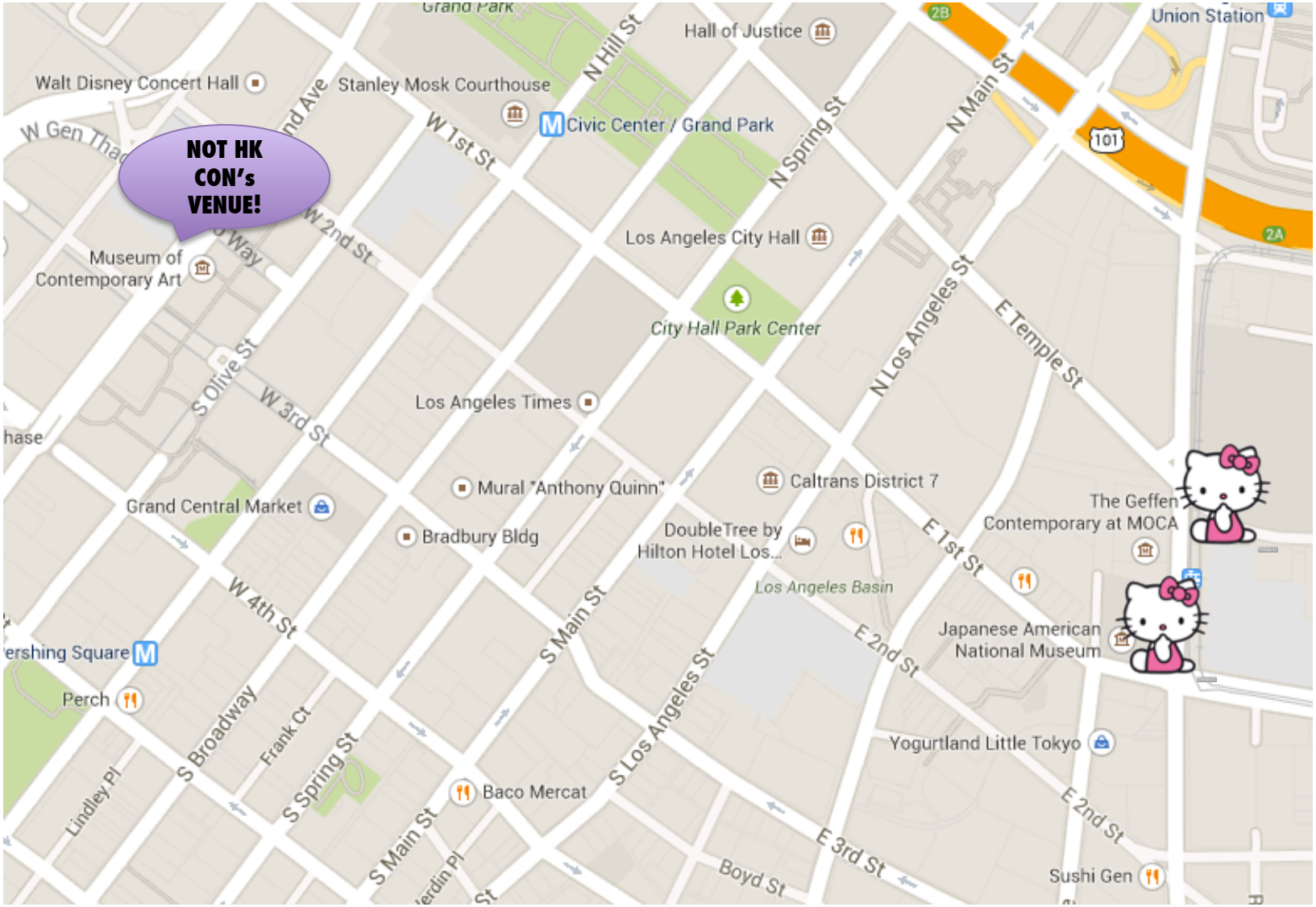
- A former police car warehouse in Little Tokyo renovated by the noted California architect Frank O. Gehry
- Opened in 1983, offers 40,000 square feet of exhibition space

Japanese American National Museum

- First opened in 1992, in the 1925 historic Hompa Hongwanji Buddhist Temple building. In January 1999, the National Museum opened its current Pavilion to the public.
- Mission is to promote understanding and appreciation of America's ethnic and cultural diversity by sharing the Japanese American experience.
- JANM will host cultural exhibitions co-curated by Sanrio during Hello Kitty Con.

Hello Kitty Con Logistics

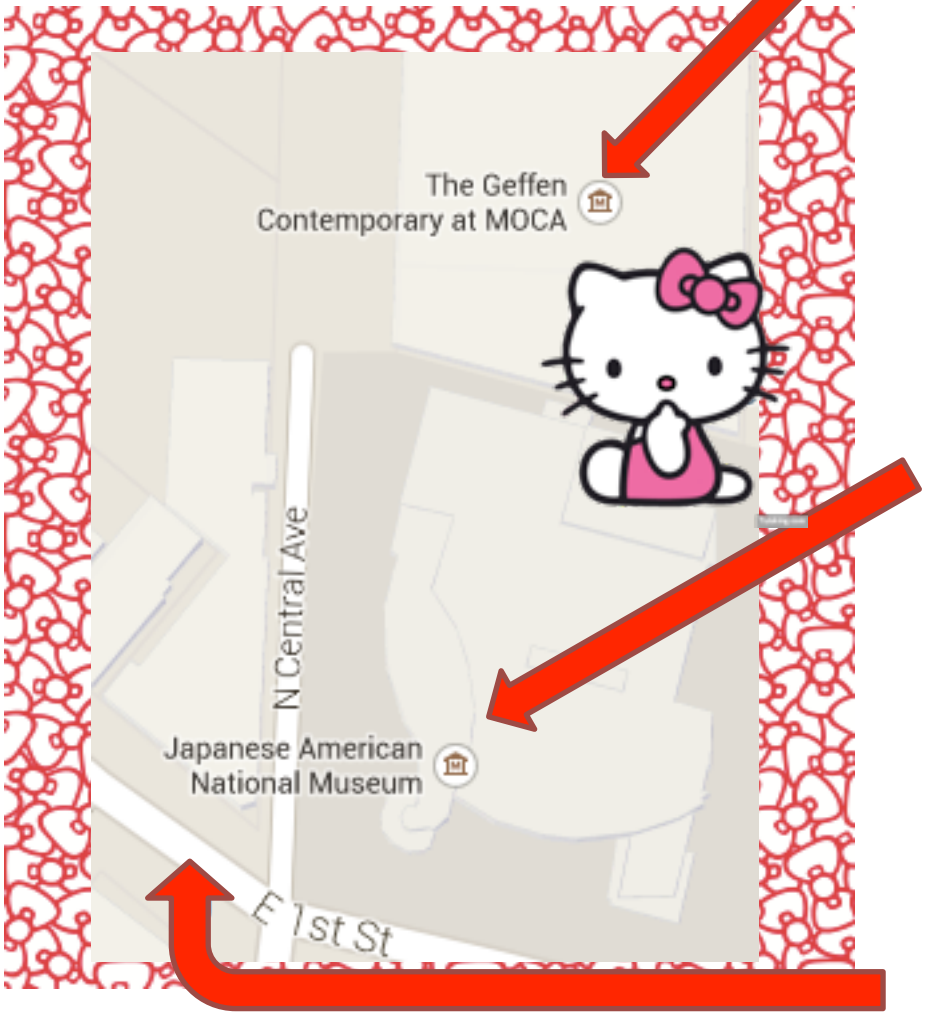



NOT HK CON's VENUE!
Walt Disney Concert Hall
Stanley Mosk Courthouse
Civic Center / Grand Park
Hall of Justice
Union Station
Museum of Contemporary Art
Los Angeles City Hall
City Hall Park Center
Los Angeles Times
Grand Central Market
Mural "Anthony Quinn"
Caltrans District 7
Bradbury Bldg
DoubleTree by Hilton Hotel Los...
The Geffen Contemporary at MOCA
Los Angeles Basin
Japanese American National Museum
Perch
Yogurtland Little Tokyo
Baco Mercat
Sushi Gen
W 1st St
W 2nd St
W 3rd St
W 4th St
E 1st St
E 2nd St
E 3rd St
E Temple St
N Hill St
N Spring St
N Main St
N Los Angeles St
S Olive St
S Broadway
S Spring St
S Main St
S Los Angeles St
Frank Ct
Lindley Pl
Boyd St
101
2A
2B

Places to Park / Metro is Gold Line "Little Tokyo" Station

PRESSURE POINT CREATIVE

What's Happening & Where!



The Geffen Contemporary At MOCA

- Art Show
- Retail Stores
- Vintage product displays
- Tattoo shop
- Target activation
- Super Supermarket
- Photo Ops
- Rotating programming on the main stage
- Art School (free with HK Con ticket)
- Food available for purchase from our food truck partners!

Japanese American National Museum (free w/ HK Con ticket)

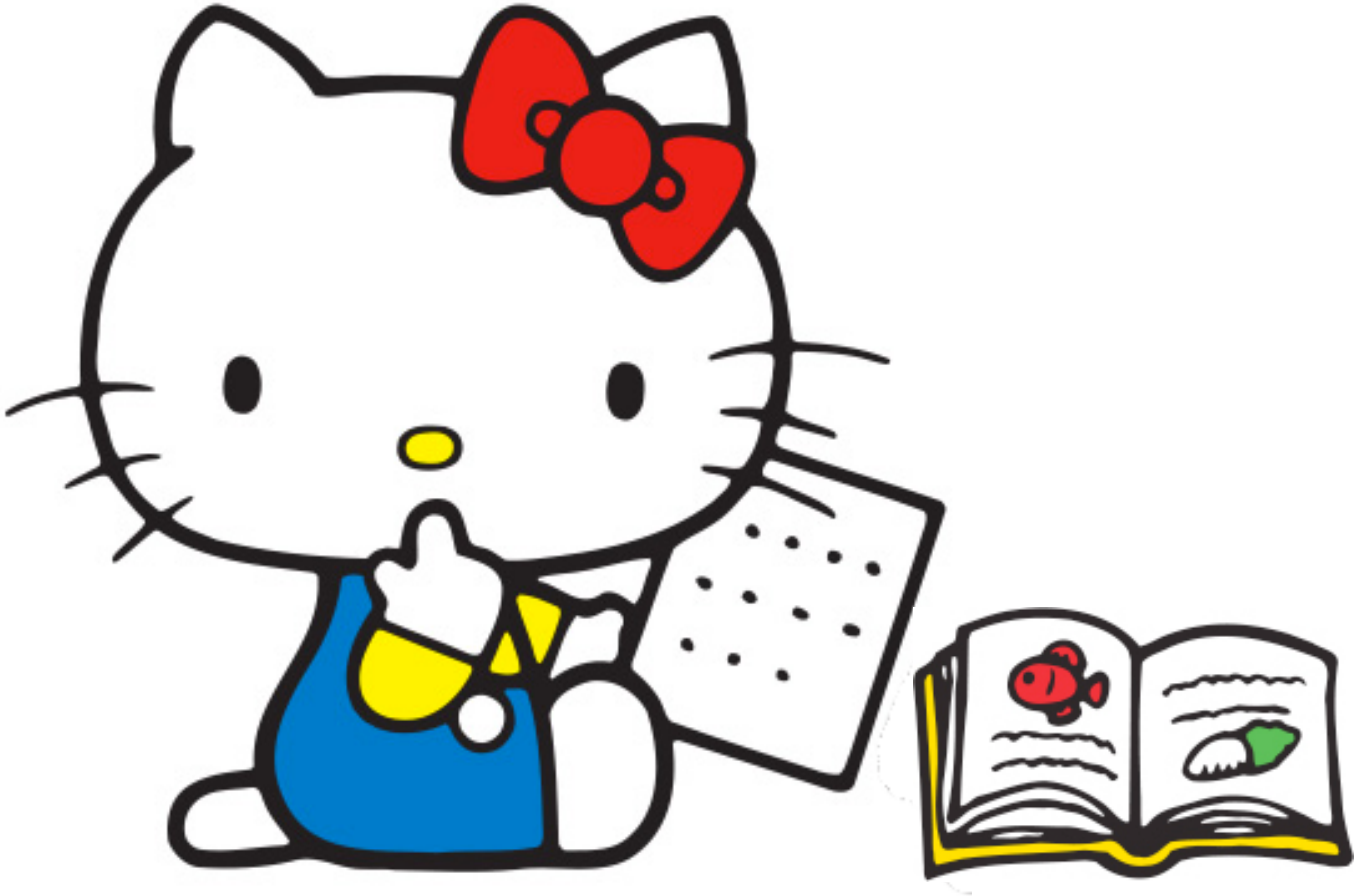
- Workshops (pay to enter)
- ***Hello! Exploring the Supercute Word of Hello Kitty*** featuring:
  - Product retrospective
  - US and Japanese product displays
  - Iconic artifacts from Hello Kitty history
  - Sociological examination of the Hello Kitty phenomenon
  - Art exhibition
  - Photos and video

More information: http://sanrio.com/janm
#HelloKittyJANM

The Center for Democracy

- Lectures (free with HK Con ticket)
- Panel Discussions (free with HK Con ticket)
- Workshops (pay to enter)

Hello Kitty Con Key Happenings!



Hello Kitty Con Highlights!

Exclusive Event Poster!

Ask, listen, and learn everything you ever wanted to know about Hello Kitty from a supergroup of **speakers** sharing their unique perspectives on Hello Kitty.

Expand your Hello Kitty worldview and visit **Hello Kitty panels** and roundtable discussions featuring specially selected supergroups of Hello Kitty panelists.

Want to Hello Kitty-fy your life? Visit a **Hello Kitty Workshop**!

Stroll through the **Hello Kitty Super Supermarket** and shop a curated collection of Hello Kitty Con-only exclusives, limited edition products, gifts and activities from Sanrio friends!

The **Hello Kitty Con Pop-Up Shop** will offer a huge selection of Hello Kitty products from around the world, including never before seen Hello Kitty items and Hello Kitty Con exclusives.

The **Hello Kitty Vintage Shoppe** will sell a specially curated selection of vintage Hello Kitty products from the early days of Sanrio.

- Complimentary **real tattoos** of exclusive Hello Kitty Con flash will be available on a first-come, first-serve basis.

Key Talking Points

As a member of the HK Con team you will play an integral part in getting Hello Kitty's message to everyone! Here are a few key features of Hello Kitty Con that you can share with the public throughout the event:

- Welcome to the first ever Hello Kitty Convention! **Hello Kitty** will be making appearances throughout the day, each day. Please listen for announcements on the PA and check the daily schedule for appearances!

- This event is a celebration of **Hello Kitty's message of fun and friendship** during her 40th anniversary – please let us know how we can help you!

- Prints are available of select artwork, check with the art sales team for details!

- Very **limited quantities of vintage items and limited-edition retail items** are available for purchase. We will sell out of these items! If you are interested in purchasing, you might want to visit the store first thing!

- Did you know we are featuring the first ever Hello Kitty item – the original **coin purse** from Japan! This is a once in a lifetime opportunity for true Hello Kitty Fans! Check it out next to the vintage shoppe!

Key Talking Points (cont'd)

- **Super Supermarket** will have vendor booths from Hello Kitty partners including Sephora, Loungefly, JapanLA, Spam, and many more, offering HK Con exclusives and a variety of Hello Kitty products!
- **Hello Kitty Con Pop-up Store** will offer lots of limited edition event-only items as well as special Hello Kitty product from all over the world
- **Vintage Display** showcasing classic Hello Kitty products including **the first Hello Kitty product ever made: the Hello Kitty coin purse**
- **Vintage Shoppe** selling vintage Hello Kitty originals from the 70's and 80's (*and a little bit of the 90's*)
- **FREE** real tattoos from 5 different tattoo artists, on a first come, first served basis.
- Art, photos ops, games and activities, food trucks, and lots more surprises and freebies

More information: http://sanrio.com/HelloKittyCon Hashtag: #HelloKittyCon

Workshops – Participants can register online for these at $10/workshop. Onsite at HK Con, tix sales will depend on availability.

Hello Kitty flower arranging
Hello Kitty bento box making
Hello Kitty DIY jewelry design
Hello Kitty Spam musubi making
+ many more!!

Panels and lectures – included with ticket purchase, are on a first come, first served basis!

Q&A with Hello Kitty head designer Yuko Yamaguchi
Kawaii, Lolita and Cute Culture in Japan
Superfan roundtable
Male HK fans
Fashion, art and design
+ many more!!

Sanrio VIPs!

Shintaro Tsuji is the founder of Sanrio, starting the company in 1960. He has also served as producer for the anime movies Sanrio made from 1977 to 1985, and is also a storywriter. Some of his stories include Nutcracker Fantasy, The Sea Prince and the Fire, and A Journey Through, all of which have been made into animated movies by Sanrio.

Tsuji has also created a few Sanrio characters himself, including the Little Twin Stars!

Yuko Yamaguchi, was born in Kōchi, Kōchi, Japan. She attended Joshibi University of Art and Design where she studied industrial design.

Yamaguchi joined Sanrio in 1978. In 1980, she became the third Hello Kitty designer and her amazing design sensibilities brought Hello Kitty to her current stardom! She has been the main Hello Kitty designer for most of the character's history.

Code of Conduct for all Participants

General Policies for Hello Kitty Con

Adult Supervision
- Minors under the age of 13 need to be accompanied by a parent or guardian at all times.
- People attending workshops, lectures, or panels need to be 18 or older, or must be accompanied by a parent or guardian.

No Food or drinks in Geffen. NO EXCEPTIONS
- No food or drinks are allowed in the Geffen building. Attendees can eat and drink outside.

Display of Adult Material
- Under no circumstances will Adult Material be allowed to be displayed at Hello Kitty Con. If any material is deemed inappropriate by Hello Kitty Con, exhibitors, staff, or talent must remove the material or apparel immediately!

NO Firearms, NO Drugs, and NO Alcohol
- These items are not permitted on these premises during public hours! Anyone in possession of these items will be asked to leave immediately.

Lost or Stolen Items
- Hello Kitty Con is not responsible for lost or stolen items! Please keep track of your purchases and hold all receipts while you are attending this event!

NO Harassment, NO Exceptions
- We have a Zero Tolerance Policy for harassment of any kind, including but not limited to: inappropriate physical contact; sustained disruption of Panels, signings and other events; offensive verbal comments; unwelcome physical attention; intimidation; stalking; unwanted sexual advances and remarks.

Policies & Etiquette for Day Staff

No Alcoholic Beverages

- There is no staff drinking at PPC event sites at ANY time.
- There is no drinking by talent during, or immediately after an event.
- Further, there must not be any drinking prior to any public facing engagement! If your performance is inhibited by alcohol and we detect this, you will be let go immediately and escorted off the premises!

No Illegal Substances

It is against our policy for a hired Representative of Hello Kitty or PPC to take any illegal substances at any time when on duty or in view of the public, while being a Brand Ambassador for Sanrio.

Firearms

It is against our policy for a hired Representative to carry a firearm at any time in which the employee is representing us or our Client(s).

Appearance

- Day Staff should not have visible derogatory tattoos for this campaign – please cover them!. “Derogatory” / inappropriate tattoos to be assessed at management’s discression.
- Day Staff will be assigned a Hello Kitty Con t-shirt and lanyard, and should wear jeans and comfortable shoes.
- NO competing character branded items should be featured on day staff apparel while on duty!

Media Interview Request

- No Staff members should conduct media interviews while working at this event, please route interested media to the front desk, and PPC management can arrange to accommodate staff interviews in line with the staff break schedule and individual staff member’s willingness to be interviewed.

Policies & Etiquette for Staff Members

Distribution of Freebie's!

Under no circumstance may anything be thrown to, or at, an attendee. All items, prizes, or products must be handed to attendees.

Use effective body language

Do not lean on walls, signs, or fold your arms across your chest. We are welcoming and engaging ambassadors for Hello Kitty and Sanrio!

There is no such thing as a bad question

No matter how silly or inappropriate a question may seem, the consumer has a reason for asking it. Never imply that it is a bad question. Address it in a positive manner!

Never guess the answer to a question if you are uncertain

The right way to address any question that requires more research is "let me find that out for you!" – Consult your section leader for the correct information for the guest.

Don't eat, drink, chew gum, or smoke on duty

It looks unprofessional. Also, personal belongings such as coats, bags, etc., should be stored out of view. We have a staff break area for your use, please make sure that your personal items are stored in the secure area – we are not responsible for lost or stolen items.

No iPods, cell phones, or blue tooth phone accessories

Even if it's slow you still may attract traffic and are visible to the public – please take personal calls on your assigned break.

Do not engage in casual conversation with other staff members while working with the public

This strongly discourages people from approaching you! Be available and ready to engage our guests while on duty, please!

Hello Kitty Con – FAQs & Procedures

Lost Child?

- Notify Lost Child Zone responder immediately; they will escort child back to Lost Child Zone to notify parent and until parent arrives to retrieve child

Lost and Found

- Guests can return or find lost items at the information desk located in the front of the Geffen building.

Reporting cleanliness and safety issues

- Notify Section Managers in each section of issues that are potentially hazardous to our guests, such as spilled liquids, areas of stickiness, and or sharp objects on the floor.
- Note: A dedicated Safety Team is onsite to comb each area every hour to ensure the safety and comfort of guests attending HK Con.

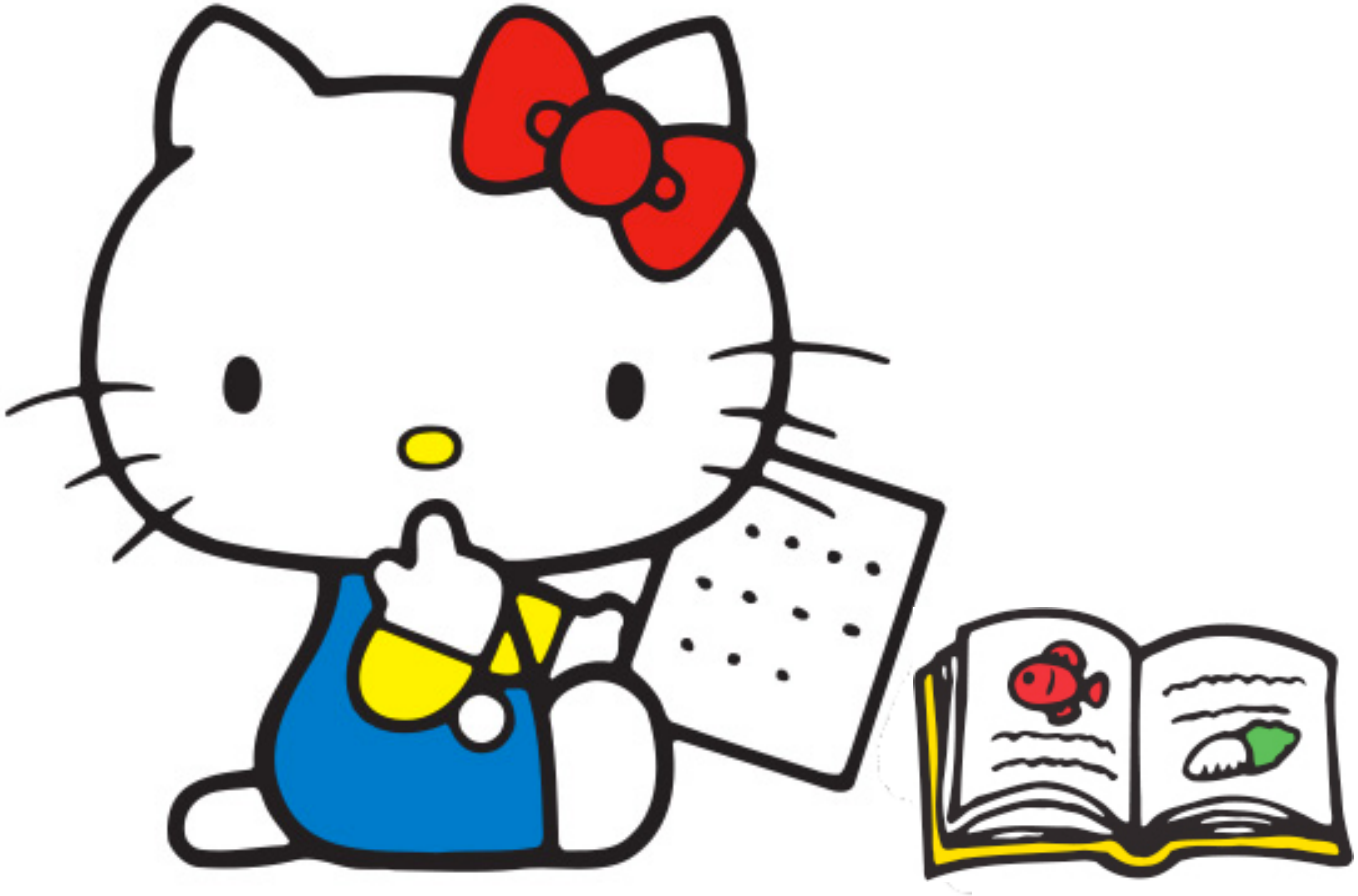
There's a Security issue! What Do I Do?

- If you are concerned about an attendee at HK Con, **notify the PPC section manager first**, who will step in with onsite security as needed.
- PLEASE do not attempt to handle a potentially volatile situation yourself!
- Note: Security staff is located throughout the Convention floor in all areas to troubleshoot guest issues at Hello Kitty Con.

A Guest Needs Medical Help! Help!

- EMT first responders are located onsite at HK Con, in the first aid tent outside
- Direct a section manager or member of the security team to radio EMT should you witness a guest in need of medical assistance.
- Note: As a staff member, you may be asked to fill out an incident report should a guest need EMT assistance in your area.

Hello Kitty Con Retail



Key Inventory: Featured Items

Sanrio is offering several product exclusives for this event, ready for the many fans to purchase and take home!

Due to the massive popularity of these limited exclusives, **all staff are only allowed to make purchases at the end of the day and must be rung up by a manager.**

POS System

Vintage, Art Sales, Workshops and Retail Stores

Each staff member will have their own login. Please make sure to use your own login as any shortages / mistakes will be logged on a per person basis.

- Easy to use square card reader with iPad app
- Accepts all major credit cards and cash
- Receipts can be printed or emailed
- Each item in inventory has photograph, simply click to add to ticket
- Tax is included in purchase price
- Customer uses tip of finger to sign for purchase
- Previous receipts can be reprinted if a customer loses them

POS System Trouble Shooting

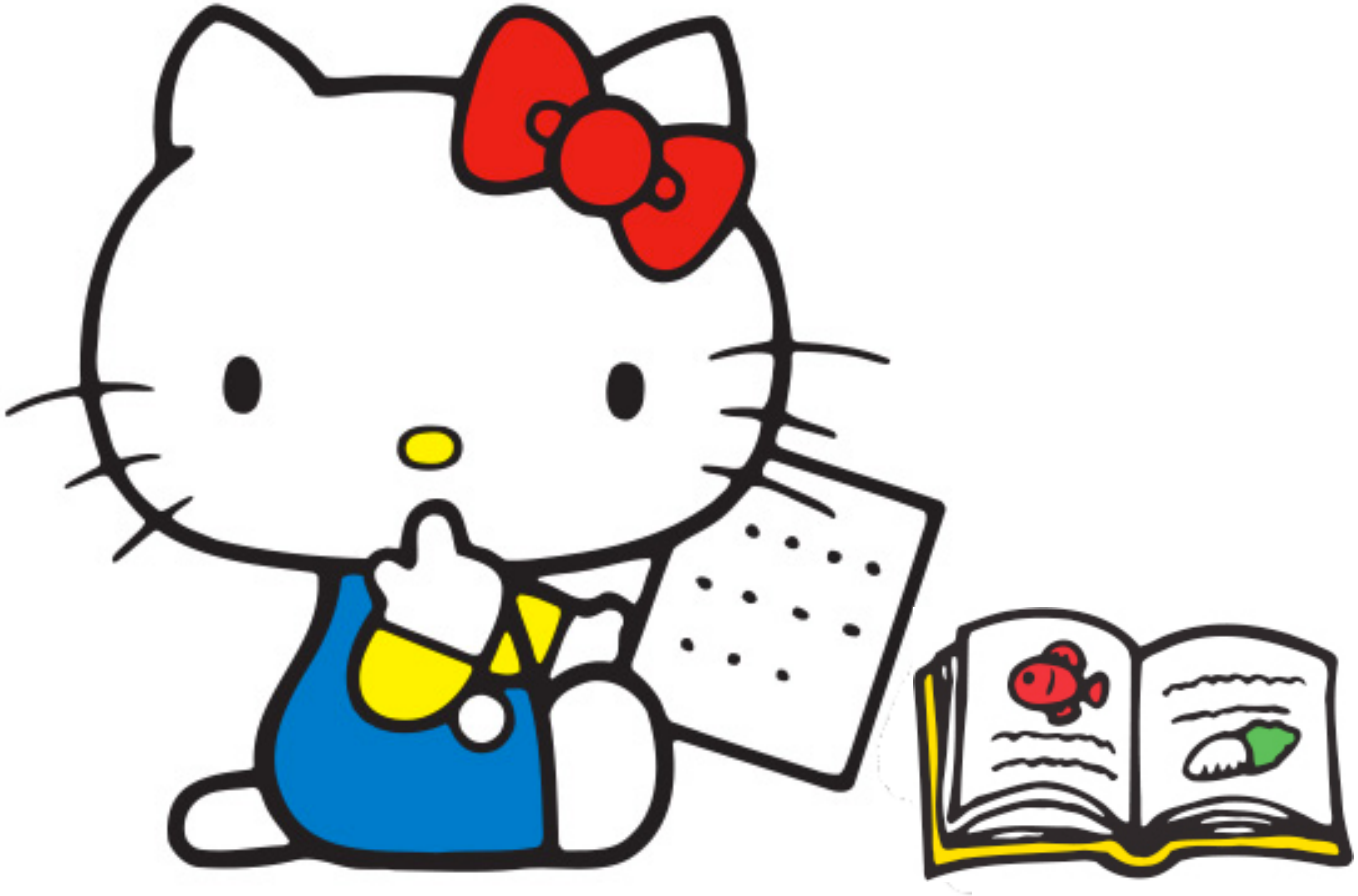
- System seems frozen: push “home” button on iPad to exit out the app. Click the app to re-launch the Square application.

- System is still frozen after re-launch: exit out of app by pushing the “home” button. Double click the “home” button until the bar of opened apps appears at the bottom of the screen. Hold down with your finger until these apps become “wiggly” and then tap the “-”. Now you will need to re-launch the app.

- System is unresponsive but is not frozen: Check Wifi signal on iPad – make sure it is connected.

- You are logged out of the account.. – ask a manager to log you back in!!

Filming & Press



Media Requests!

All media should be directed to the VIP / Press Check in area, and will be routed from there to the appropriate Sanrio Liaison!

For any Print, On-Line, or Blogger inquires, the contact is Orsi Public Relations:
Phone number: 323-874-4073

Dyann Hawkins: dyann@orsipr.com

Sarah Danley: sarah@orsipr.com

For questions about Broadcast, the contact is Griffin Marketing & PR:
Phone number: 914-779-5654

Marie Griffin: marie.griffin@griffinmarketingpr.com

Bunky Griffin: bunky.griffin@griffinmarketingpr.com

Photography and Filming: Sanrio Characters

Signage is posted at the entrance and on attendee tickets stating that we are filming at this event and that event participants may be filmed for promotional purposes for Sanrio Inc.

- Remember that character suits should not be seen in disarray, or without a human inhabiting it!!! Please be careful to guard characters from onlookers at all times when and if she is in need of a wardrobe adjustment. Staff must always check characters from all sides before she meets her fans!

- We are filming for the purpose of including footage in a documentary film we are making about Hello Kitty, so the footage may be used online or for the movie, please explain this to interested attendees so that they can “opt out” of the shot if they would like to do so.

- Characters need breaks about every 30 minutes or so, give or take. It’s a good idea to give fans a few minutes warning in order to allow people who have been waiting to wrap up photos with Kitty before she leaves!

Photography and Filming: Staff Tips

How to help our videographers and photographers get great footage of this event!

- Maintain interactions with passersby so that our film crew can “get the shot”

- Face the camera as much as possible, try to think of how the interaction looks from their angle.

- Smile while talking, it’s harder to do than you think!

- Please do not wear sunglasses for filming days, and make sure your HK Con T-shirt is clean and neat for the shoot!

- Above all, act natural and maintain the interactions during filming!

Staff Hiring Guide

Escalation Tree – Who To Contact

- Report all issues to your area manager.
- All HR questions can be escalated to your Stolpa Staffing Solutions contact or PPC hiring manager. If uncertain who to report to, your area manager can provide you with the correct information.
- All checkout and breaks will be recorded in the staff tent.

Rest Breaks – CA Labor Standards

Shift Length	Number of Rest Breaks
6 to 10 hours	1 break (60 minutes total)
10 to 14 hours	3 breaks (90 minutes total)

We are rotating people through breaks as organized by each section manager. Please let your area manager know if anything arises and they will try to accommodate you, but your understanding of the set break schedule is appreciated as we work through a large volume of staff breaks on compliance with CA state labor standards!

Hiring Terms

A. The Management staff for this event is being hired directly by Pressure Point Creative as W-2 employees in compliance with CA labor laws.
   - All paperwork must be filled out prior to your first day of employment at HK Con.
   - Taxes will be with withheld according to the W-4 paperwork you submit to us!
   - Checks will come via our payroll company, Paychecks, within 2 weeks of the event.
   - Please contact Kathryn with questions: 202.321.6476

B. All talent, performers, vendors and guests of the event are being paid via Pressure Point directly, please review your individual contracts for details!
   - Please contact your Pressure Point contact with any questions.

C. All Daystaff for HK Con are being hired through Stolpa Staffing Solutions, as W-2 employees in compliance with CA labor laws. www.stolpasolutions.com
   - All paperwork must be filled out prior to your first day of employment at HK Con.
   - Taxes will be with withheld according to the W-4 paperwork you submit to Tess!
   - Checks will come via her payroll company, ADP
   - Please contact Tess Stolpa with questions: 612.245.5403

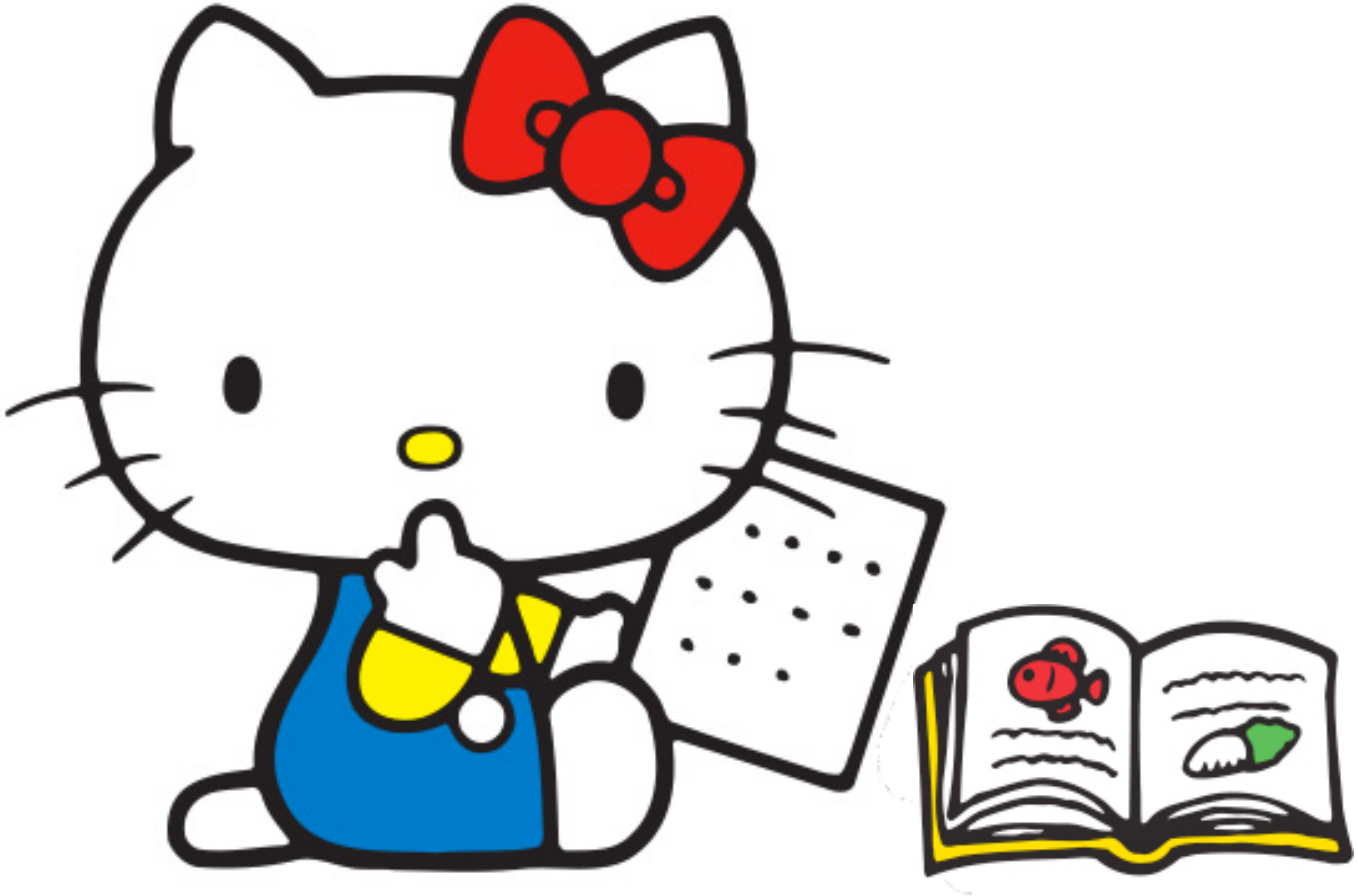
Consequences of Breech of Code of Conduct

ALL Staff and Talent must abide by the the standards set forth in their individual agreements with Pressure Point Creative on behalf of Sanrio, and by the procedures outlined in this manual!

Some of these procedures are simply best practices and some are provided as specific guidelines for your conduct while onsite at Hello Kitty Con; if the intent of any of the following is unclear please check with PPC management personnel for clarification.

Should a staff member seem to their manager to be willfully or repeating negligent of these procedures and conduct guidelines, they may be immediately let go at any time, please check your contract language for details!

Addendum
Per Section Rules and Regulations



Ticketing Area

Lines for will call and ticket sales will be clearly marked, all talent will check in with their PPC contact directly or at the ticket area line marked “VIP / Media”.

Each guest will receive a free HK con bag as a gift upon entry.

Signs posted in this area read as follows:

- All sales are final!
- We reserve the right to refuse service to ANYONE.
- Please note that all bags are subject to search by our staff.
- We reserve the right to escort anyone from the venue at our sole discretion.
- Attention! We are filming this event on behalf of Sanrio, please note the filming release clause on your ticket! Please do not attend this event if you are not comfortable being filmed!
- We are not responsible for lost or stolen tickets, or for misplaced or stolen personal belongings. Please hold on to your items!
- NO Firearms, NO Drugs, and NO Alcohol are permitted on these premises during public hours! Anyone in possession of these items will be asked to leave immediately.
- Attendees under age 18 are attending at the discretion and under the supervision of their parents.

Tattoos: Custom Flash by Mario Desa

Hello Kitty 40th anniversary flash artwork is being offered for attendee consideration, and was designed by artist Mario Desa to commemorate this fun event! We have invited tattoo artist friends from near and far to ink our guests for free at this event.

How it works

- Reservations are given on a first come, first served basis; daily appointments is extremely limited!
- Direct guests to tattoo shop attendant to enquire about appointments and artwork.
- If we are booked for the day, attendees can check back the following day as we will book spaces daily on a first come, first served basis! Thank you!

Signs posted in this area read as follows

- We reserve the right to refuse service to anyone!
- All persons in this area must be over the age of 18
- No attendees under the age of 18 are permitted to receive a tattoo at this event.

Vintage Shoppe

These one of a kind vintage Sanrio items have been collected from fans and collectors around the world! Each has been individually inspected and is being offered for sale with a Sanrio approved certificate of authenticity. Buyers should inspect their items carefully, and note their "as is" condition before purchase.

Signs posted in this area read as follows:

- All sales are final!
- All bags are subject to search by our staff!
- All items are available on a first come, first serve basis, and quantities are limited!
- We are not responsible for lost or stolen items! Please keep track of your purchases and hold all receipts while you are attending this event!

Retail Stores / Art Sales

Limited Edition 40th anniversary items, artwork, and prints will be available for purchase throughout HK Con.

Guests should proceed immediately to the retail and art areas if purchasing these items are a priority for them, as supplies are limited!

Signs posted in this area read as follows:

- All sales are final!
- All bags are subject to search by our staff!
- All items are available on a first come, first serve basis, and quantities are limited!
- We are not responsible for lost or stolen items! Please keep track of your purchases and hold all receipts while you are attending this event!

Super Supermarket

Super Supermarket vendors such as Loungefly, Target, Sephora and many more have been invited by Sanrio as guests at this event. All sales terms, items presented, and procedures in this area are at their individual discretion; Sanrio is not responsible for the conduct of these vendors.

All sales in this area are subject to individual vendor terms!

Signs posted in this area read as follows:

- All sales are final!
- All bags are subject to search by our staff!
- All items are available on a first come, first serve basis, and quantities are limited!
- We are not responsible for lost or stolen items! Please keep track of your purchases and hold all receipts while you are attending this event!
- All sales terms, items presented, and procedures in this area are at their individual discretion; Sanrio is not responsible for the conduct of these vendors. Please report any concerns to our staff!

Panels and Lectures

Located in the Center for Democracy building, the Tateuchi Democracy Forum will be the location of the panel discussions and lectures conducted in honor of Hello Kitty Con.

Attendance at these events is included in the cost of admission to HK Con, and seating is limited to 193 per session. Seating is on a first come, first served basis.

- A green room is provided for all talent's use.
- All talent will check in at the main ticketing area for a badge, and then proceed to this area to coordinate for any prep needed before their scheduled appearance.

Signs posted in this area read as follows:

- Quiet please! We are filming this event on behalf of Sanrio and Hello Kitty!
- Attendees under the age of 18 must be accompanied by a ticketed parent or guardian in this area.
- Management is not responsible for ensuring the language used in or content of these panels and lectures is age appropriate for all of our guests. Parental discretion should be used in determining whether these events are appropriate for your child. Please see staff for details!

Workshops

Located in the Japanese American Museum Building and the Center for Democracy (at the Democracy Lab), this area is ticketed separately from the rest of Hello Kitty Con, and workshops are offered on a first come, first serve basis.

Staff will be stationed outside of each of the 3 doors of these areas to check in guests, and answer questions regarding attending these events. If tickets are available, guests are directed back to registration/checkin to make necessary payment.

- All talent will check in at the main ticketing area for a badge, and then proceed to this area to coordinate for any prep needed before their scheduled workshop.

Signs posted in this area read as follows:

- Participating in this area requires the use of art materials and the polite attention of all, please be respectful of all of our friend's while attending this event!

- Attendees under the age of 18 must be accompanied by a ticketed parent or guardian in this area. Management is not responsible for ensuring the language used by our vesting artists, or the materials used in these activities are age appropriate for all of our guests. Parental discretion should be used in determining whether this event is appropriate for your child. Please see staff for details!

Art School

The Hello Kitty Con Art School will be located in the main building, at Geffen Contemporary. Art School teachers will rotate attendees through every hour on the hour and teach a simple craft or skill. We will serve as many guests as possible who would like to attend. The Art School is available on a first come, first served basis! A total of 24 students can be served per session.

Materials and instruction is provided free of charge in this area. The schedule of events will be clearly posted in this area daily, and staff will be stationed to assist guests, and organize lines for each seating at Art School.

Signs posted in this area read as follows:

Participating in this area requires the use of art materials and the polite attention of all, please be respectful of all of our friend's while attending this event!

Attendees under the age of 18 must be accompanied by a ticketed parent or guardian in this area. Management is not responsible for ensuring the language used by our visiting artists, or the materials used in these activities are age appropriate for all of our guests. Parental discretion should be used in determining whether this event is appropriate for your child. Please see staff for details!

Staff Break Area

A staff break area and lockers will be provided at HK Con, in a tented area accessible through the back doors of the building. Please be respectful of other staff while using this area, and keep your off duty conduct G Rated!

Please clean up after yourselves to keep this area pleasant for all… thank you!

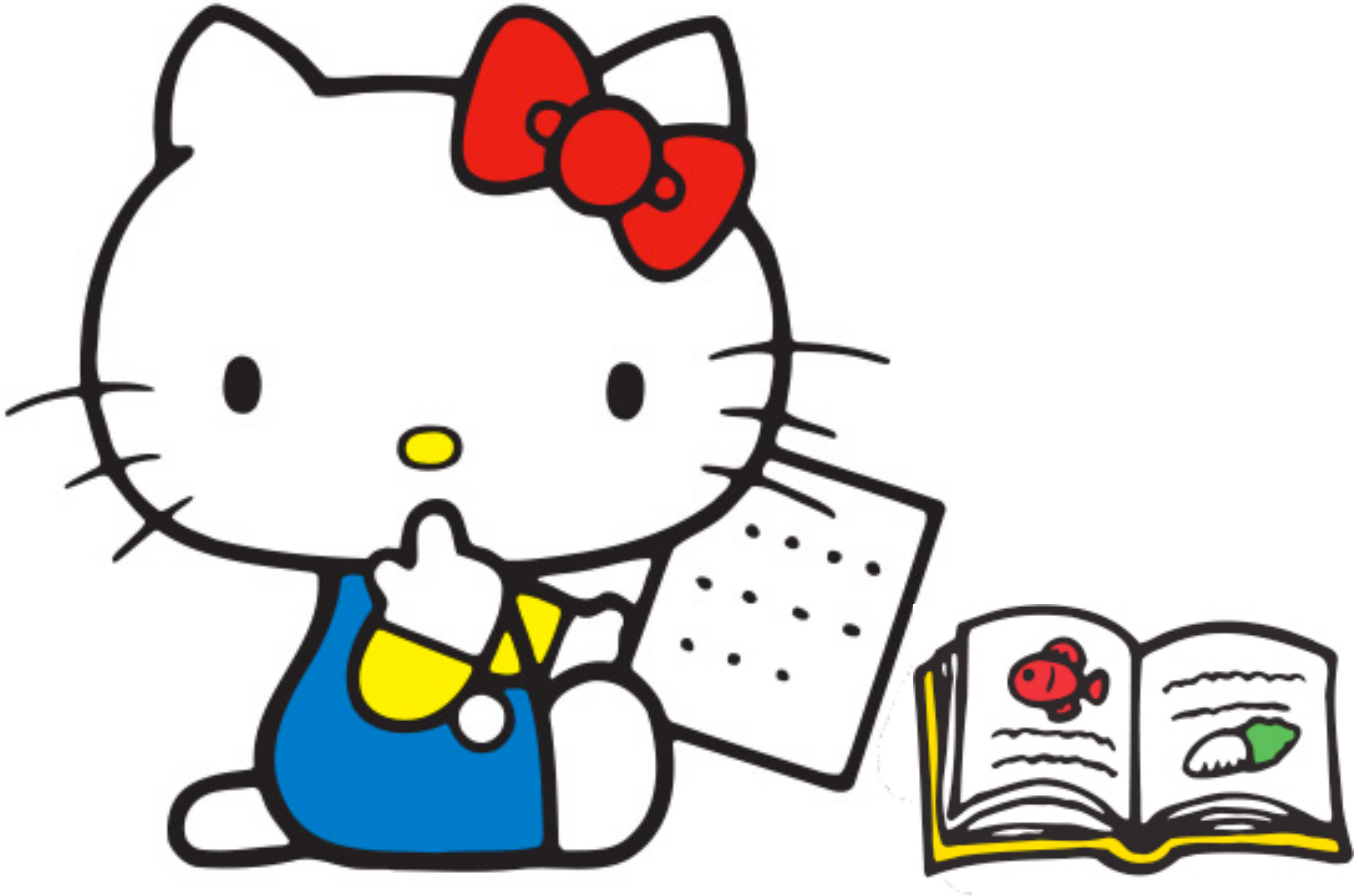
Things to Bring:

- Your own lock for the locker; PPC is not responsible for lost items and all items left behind after 11/2 will be discarded

Signs posted in this area read as follows:

- Staff and talent only beyond this point!

Addendum
Artist and Talent Bios



Artist Bios

Paul Frank

Paul Frank, the founder of Paul Frank Industries and Park La Fun, is an American cartoonist, artist, and fashion designer. His creations adorn clothing, accessories, and many other products. Julius the Monkey is one of Frank's best-known characters, and has appeared in a wide variety of media. He has collaborated with some of his favorite artist, including Sanrio, The Andy Warhol Foundation, Mattel, Oscar Mayer, and Vans, among many others.

Simone Legno

Simone Legno is the creative director and co-founder of tokidoki. Born in Rome, Italy, Legno, drew incessantly as a child. This became the beginnings of a passion for art that led to the eventual creation of tokidoki.it, Legno's online portfolio which quickly grew into a globally distributed brand. tokidoki means "sometimes" in Japanese and reflects his deep love for Japan.

Artist Bios

Hailing from The Windy City, POSE has made an indelible mark on a multitude of cites around the globe. Best known for his progressive letter style and technical precision, POSE is an influential contributor to the contemporary graffiti movement, and his work has appeared in numerous magazines, books, and films. He is a member of the acclaimed West Coast artist collective, The Seventh Letter, as well as being a founder of his own Chicago based design and art firm, We Are Supervision.

Dabs Myla

Dabs Myla is made up of Dabs and Myla, two crazy work-a-holics that have been living, painting walls, and working together for years. While this would drive most couples mad, this only brings them closer, stronger, and even more in sync. Every day they wake up, paint all day, and keep each other entertained with constant chatter and stupid jokes. They are both originally from Melbourne Australia, and have been living and working as artist LA for the past four years.

Globe Posters

Globe Posters located in Baltimore, M.D., was one of the nation's largest showcard companies and has been telling the story of R&B and all forms of American music and entertainment through bright and iconic posters since 1929. Globe began by printing posters for vaudeville acts, movie theaters, burlesque houses and carnivals, and became known for its work with R&B and soul performers-including James Brown, Ike and Tina Turner and Solomon Burke-and later hip-hop acts. Big, bold, fat type, Day-Glo colors and distinctive lettering were hallmarks of the Globe style.

Artist Bios

Duff Goldman

Chef Duff Goldman founded his Baltimore based bakery, Charm City Cakes after discovering the time demands from his day job in the kitchen weren't allowing him the freedom to try his hand at a new career: playing bass as a working musician in a rock band. As he and his team of friends and musicians gained national attention by pushing the boundaries of what a cake could be, Food Network soon tapped Duff and his staff to star in Ace of Cakes. After six years and ten seasons, the show is still wildly popular not only in reruns, but in over 40 countries worldwide.

Onch Movement

After making jewelry in his kitchen for 3 years, **Onch** gained notoriety after Kate Moss took a liking to his razorblade necklace. Since then Onch Movement jewelry has done many successful collaborations with brands such as Hello Kitty, and Paul Frank, just to name a few. Many A-list celebrities like Nicki Minaj have worn his pieces. Onch Movement jewelry has been featured on top websites and has also been featured on top television shows.

Artist Bios

Esther Kim

Esther Kim is an illustrator. She was born in Los Angeles and spent her teenage years in Tokyo. Both cities have been very influential to the development of her aesthetic. Her illustrations have an exuberantly girly style with a keen eye for trends. She has created work for Anna Sui, Nylon (Japan, Korea and US), Ellegirl Korea, Isetan, Kid Robot, Nasty Gal, Nissen and Urban Outfitters, among others.

Camilla d'Errico

Camilla d'Errico is an Italo-Canadian artist who has been making waves in the fine art and comic industries with her manga-influenced style. Ever the prolific artist, Camilla lives the double life of comic artist, character creator and painter. Creator of BURN, Tanpopo and Helmetgirls, she has also expanded her style into designer toys, fashion, merchandise, videogames and even movies. Camilla has distinguished herself through her ability to seamlessly weave comic art and manga with surrealist elements, wrapping it all together with an extensive emotional palette.

Martin Hsu

Artist Marin Hsu grew up in Asia and was introduced to Sanrio characters at an early age. Nostalgia for these iconic designs has inspired him professionally as a character designer in animation for Disney and Nickelodeon. Martin's love for characters has led to Dragon Boy, and has given him the opportunity to present original paintings in international exhibitions like Hello Kitty's 35th and 40th Anniversary, and Sanrio's 50th Anniversary.

Artist Bios

Katie Chin

Katie Chin, cookbook author, television chef, food blogger (www.thesweetandsour chronicles.com), YouTuber, and Culinary Ambassador to City of Hope, is committed to teaching the American public that the very best cooking can be achieved in a real home kitchen by real people on real schedules. She opened a catering company, Double Happiness Catering and co-hosted a PBS cooking series, Double Happiness. She has appeared in countless magazines and television shows.

Masako Kojima

Masako Kojima joined Sanrio's team in 2012, as its first official nail artist. She specializes in hand painting nails with Hello Kitty, and other Sanrio characters. She travels the globe, including Dubai, training the staff at the Hello Kitty Beauty Spa, and San Diego for Comic-Con to delight fans of all ages with her creative artwork. When at Sanrio's headquarters in Tokyo, she creates new artwork and trains staff members on the art. Her first book, Hello Kitty Nail Art, was published last month.

Steff Bomb

Plush artist Steff Bomb creates adorable hand crafted toys. Her unique approach to art and her crafts have been featured on Martha Stewart, Etsy, ModCloth, and more. Steff has been awarded Chicago Reader's Best Indie Crafter for 2011, 2012, and 2013, and was a winner on TLC's Craft Wars. As a longtime Sanrio fan, Hello Kitty helped Steff to develop a deep rooted love of all things adorable as well as an overall clean and meticulous design aesthetic.